



Stanford eCorner

Biggest Challenge of a CEO of a Start-up

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The size difference between a large company and a startup didn't faze her, says *salesforce.com*'s Polly Sumner, the biggest challenge as a CEO of a start-up was learning how lead all departments of a company (i.e., marketing, product development) towards a single target. To do so, she believes it first requires a period of self-assessment for the CEO to realize how through what type of lens they use to examine problems. Once they understand their "DNA make-up," they can build a team that complements their skill sets and broadens their vision. "In entrepreneurialism, you need to remember to keep your lens wider," Sumner stresses.



Transcript